GOVERNMENT OF INDIA
HEALTH AND FAMILY WELFARE
LOK SABHA

UNSTARRED QUESTION NO:6380
ANSWERED ON:08.05.2002
AIDS FUNDS AT CLASSICAL MUSIC
SURESH RAMRAO JADHAV (PATIL)

Will the Minister of HEALTH AND FAMILY WELFARE be pleased to state:

(a) whether the AIDS control funds is being spent on classical music programme as reported in the `Rashtriya Sahara` dated March 3, 2002;

(b) if so, the expenditure incurred on sponsoring the classical music programme by the National AIDS Control Organisations (NACO) till its discontinued; and

(c) the extent to which the classical music programme has succeeded in controlling the AIDS?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF HEALTH AND FAMILY WELFARE (SHRI A. RAJA)

(a) : Yes, Sir.

(b) : An expenditure of Rs. 328.79 lakhs was incurred over the last four years which was paid to Doordarshan.

(c) : A statement is annexed.

Annexure

IEC (Information Education Communication) forms a very important component of prevention of spread of HIV/AIDS as there is no cure for the disease. Through IEC, an attempt is made to bring about behavioural change, which is the only hope for people likely to be infected. The IEC strategy followed by National AIDS Control Organisation is multi-pronged and caters to many segments like the youth, women, migrants, industrial labourers, truckers and other sections of the society. Different media vehicles like Radio, TV, Press, Print publicity, Field Publicity, Interpersonal Techniques, etc are being utilized by NACO to approach different segments of the population.

This classical music programme `Spirit of Unity Concerts` addressed a niche audience of music lovers.The programme itself was recommended by a joint committee, consisting mainly of Doordarshan officials and one member from NACO.Only on receipt of acceptance of the quality of the programme by Doordarshan, NACO provided funds to Doordarshan for Telecast and Production of the programme. The programme format involved performances by the best musical talents of the country including Pt. Jasraj, Balamurali Krishna, M.S Subbalaxmi, Hari Prasad Chaurasia, Shiv Kumar Sharma, Alka Yagnik and othersWithin the programme, the performing musicians also gave messages on AIDS.

Further NACO was utilizing 150 seconds of Free Commercial Time offered between the programme for airing various spots on AIDS messages developed by NACO.These spots were being aired on prime time. Considering the large Free Commercial Time available to NACO, the cost of buying these spots directly from Doordarshan, would have been much higher than the telecast charges paid to Doordarshan. Hence the programme was a cost effective strategy for airing messages on AIDS on the prime time of Doordarshan.

Awareness is generated on a cumulative basis with inputs from many sources. Similarly, controlling the AIDS problem requires a multi dimensional approach in which IEC forms a very integral part.The nationwide general population Behavioural Surveillance Survey (BSS) conducted by ORG in 2001 has revealed that Television is the most watched media in the country with 64.5% of the people watching it at least once a month. It may be also noted that HIV/AIDS awareness in terms of having heard of the disease has increased from 40.3% among females (NFHS-1998-99) to 70% (BSS-2001) at the national level.